

Message Text

UNCLASSIFIED

PAGE 01 TEL AV 01776 111008Z

15

ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-07 CIAE-00 INR-07 NSAE-00

EA-09 /034 W

----- 086945

R 110934Z MAR 76

FM AMEMBASSY TEL AVIV

TO AMEMBASSY SINGAPORE

INFO SECSTATE WASHDC 555

UNCLAS TEL AVIV 1776

E.O. 11652: N/A

TAGS: BBSR, IS

SUBJECT: REQUEST FOR OVERSEAS BUSINESS REPORTS AND GENERAL
ECONOMIC DATA

REF: SINGAPORE 1105

1. PRINCIPLE ADVERTISING MEDIA IN ISRAEL ARE NEWSPAPERS.
MORNING SALES ESTIMATED AT 90,000 ON WEEKDAYS; EVENING
PAPERS HAVE CIRCULATION OF ABOUT 165,000, WHICH GOES UP TO
300,000 AT NOONTIME FRIDAYS (SABBATH EVE).
2. AS YET NO ADVERTISING THROUGH GOVERNMENT-OWNED TELEVISION
STATION WHICH BROADCASTS TO POPULATION OF APPROXIMATELY 3.4
MILLION. SMALL PORTION OF ADVERTISING DONE ON ONE OF THREE
RADIO STATIONS AND ALSO THROUGH MOTION PICTURE THEATERS.
3. ALTHOUGH NO RESTRICTIONS ON COMPETITIVE ADVERTISING
OPERATIONS, ALL 30 LOCAL ADVERTISING AGENCIES PRESENTLY
ISRAELI-OWNED.
TOON

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NNN

Message Attributes

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Decaption Note:
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Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: n/a
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